



BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Subsidiary Diploma in Construction and the Built Environment Pearson BTEC International Level 3 Foundation Diploma in Construction and the Built Environment Pearson BTEC International Level 3 Diploma in Construction and the Built Environment Pearson BTEC International Level 3 Extended Diploma in Construction and the Built Environment Pearson BTEC International Level 3 Diploma in Civil Engineering Pearson BTEC International Level 3 Extended Diploma in Construction and the Civil Engineering
Unit number and title	Unit 22: Economics and Finance in Construction
Learning aim(s) (For NQF only)	A: Examine how economic principles underpin the construction industry B: Investigate the impact of economic factors on construction projects
Assignment title	The Housing Market
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	After a successful period of working away from home as a trainee quantity surveyor for a large international housebuilder, you have recently moved back to your hometown. You have managed to secure a new position with the biggest construction company in the area who have head hunted you, as an up and coming surveyor, for your newly acquired specialist knowledge of large volume housebuilding, and knowledge of the local area. The company you are joining are a traditional general contracting firm who undertake a wide variety of work across a number of sectors. They have never undertaken work further than a 75-mile radius of their head office and their contract values have never exceeded £5 million. Following shrewd investment, the company has seen a steady economic development and growth, and the directors now feel they are ready to take the next step. They would like to move away from general contracting and into the development field, specifically volume housebuilding. They have managed to secure some overseas backing and are now actively looking for appropriate development sites. Your role within the company is to help identify sites and oversee the financial aspects of the project, specifically managing the risk. Your new managing director has set up a meeting with the fellow directors and representatives from the overseas investors. You have been given a 15-minute presentation slot at this meeting during which you will explain the economic principles of the UK construction industry, and the impact of various economic factors.
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Task	Prepare and present a 15-minute presentation with supporting hand-outs and notes suitable for your Board of Directors and the overseas investors which considers: • Different market sectors within the industry • The structure of construction organisations across the industry • The structure of volume house building companies • Impact of the national and global economy on the housebuilding sector • The resources required to complete a large house building project • The impact of the economic environment on the availability of resources • Managing economic fluctuations during a large house building project Your presentation should consider the local and national economic situation and how this will impact on house building. You should use examples where relevant which clearly show how national and global decisions can affect the economy and have an impact on the sector. You should consider how the industry responds and the measures put in place to ensure that the ongoing Financial Security of the companies within this sector. The overall aim of your presentation is to allay any fears of the directors and the investors. To support your presentation, you are required to produce a brief article that the investors will take away with them.
Checklist of evidence required	To complete this undertaking you will have prepared and presented a 15 minute presentation and supporting article. Your presentation will be clear, detailed but concise and delivered using appropriate language and terminology for the given audience. You can assume that the audience are experienced in business and you should use the appropriate economic terminology. Your presentation will consider the wider construction industry and then focus in, specifically on the housebuilding sector. You will consider how the sector is affected by the economy and you should give specific examples of the impacts and how the sector responds. You could for example consider the impact of inflation and deflation on matters such as availability of funds, supply and demand and the wider impact on the sector. Similarly, you can consider how political decisions can impact the economy and the subsequent effect this has on the value of the sector. Examples may include elections, wars, change of leaders, and overseas policies. There are a wide range of considerations and you should try to focus your attention specifically on the impact on the housebuilding sector.



	In support of your presentation you will also produce an article to submit at the time of the presentation. This will reinforce the content of the presentation and it will allow you to add a little more detailed or you may not feel appropriate as part of your talk. This should not simply be a copy of your presentation slides or notes, and should be written as a professional journal style article.
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Criteria covered by this task:

Unit/Criteria reference	To achieve the criteria you must show that you are able to:
22/A.P1	Explain how the construction industry is structured and its features.
22/A.P2	Explain how the interaction of supply and demand, price, and market structures affect the pricing and production decisions for a given sector of the construction industry.
22/B.P3	Explore the range of resources required to deliver a given construction project.
22/B.P4	Explain the internal and external economic environmental factors on a given project.
22/A.M1	Analyse how the structure of the construction industry allows a given sector to respond to market constraints and changes.
22/B.M2	Analyse how resources and the economic environment affect a given project.
22/A.D1	Evaluate how the structure of the construction industry and the changes in the market impact on a given sector, allowing it to plan for future changes.
22/B.D2	Evaluate how resources and the economic environment can be managed for a given project.

Sources of information to support you with this Assignment

Pearson BTEC National Construction Student Book

Authors: Simon Topliss, Mike Hurst, Simon Cummings. Sohrab Donyavi

Myers D, *Construction Economics – A New Approach*, (Routledge, 2016 4th Ed), ISBN: 978-1138183728

Lee S, Trench W, Willis A – *Willis's Elements of Quantity Surveying* (Wiley Blackwell 2014), ISBN: 978-1118499207

Brook M, - *Estimating and Tendering for Construction Work* (Routledge 2016), ISBN: 978-1138838063

Further Resources may be found at qualifications.pearson.com/en/support/published-resources.html

Other assessment materials attached to this Assignment Brief

None